MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

2015/2016 SESSION

BMR2034 – RESEARCH METHODS FOR MARKETING
(All sections / Groups)

6th OCTOBER 2015
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 page with 5 Questions only.

2. Attempt **ALL Questions**. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

"If there is no problem, there is no research". Do you agree with this statement? Explain your answer using appropriate example.
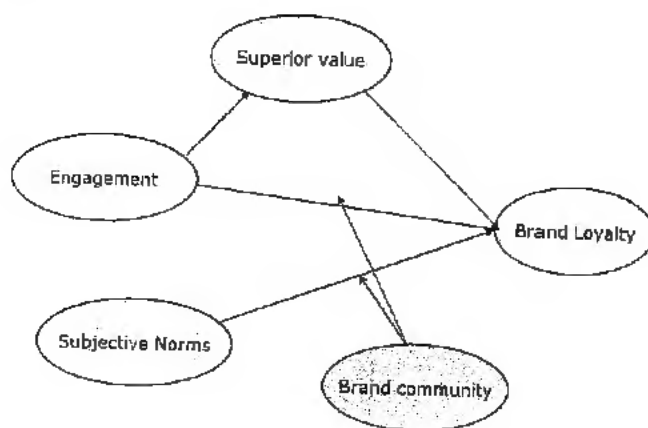
(20 marks)

QUESTION 2

Using appropriate examples, explain the meaning of basic and applied research.

(20 marks)

QUESTION 3

Theory plays an important role in research. Briefly discuss FIVE points that relate to this argument.

(20 marks)

QUESTION 4

Based on the illustration above,

a. Identify and list the dependent variable(s), independent variable(s), moderating variable(s) and mediating variables.

(5 marks)

b. Write ALL possible H null and alternative hypothesis of the model above

(15 marks)

(Total: 20 Marks)

Continued...

QUESTION 5

You are given a result from an analysis as presented below. Interpret the results.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.773[a]	.597	.556	.40307	.597	323.611	1	218	.000	1.397

a. Predictors: (Constant), ATTMean

b. Dependent Variable: INTMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.575	1	52.575	323.611	.000[b]
	Residual	35.417	218	.162		
	Total	87.992	219			

a. Dependent Variable: INTMean

b. Predictors: (Constant), ATTMean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.891	.165		5.400	.000	.566	1.217
	ATTMean	.769	.043	.773	17.989	.000	.684	.853

a. Dependent Variable: INTMean

(20 marks)

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